



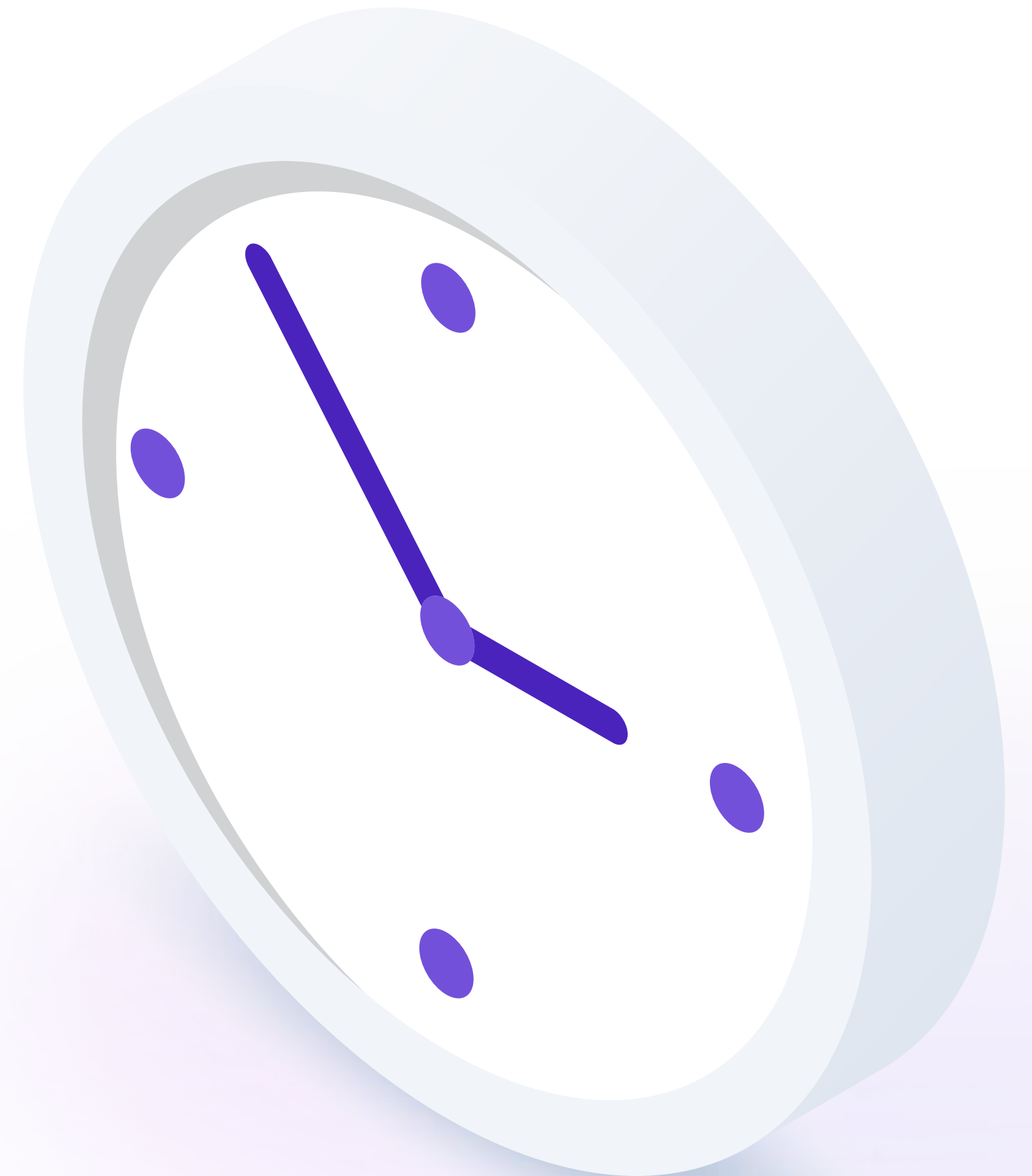
Transforming E-commerce through Intelligent AI Agents

AI Agentic Framework for Ecommerce

9th January 2025

Agenda

- Vision
- Problem we solve
- Market Opportunity (size)
- Demo
- Go To Market Strategy
- Competitive Advantage
- Our Investors
- Q&A



Vision

VISON STATEMENT

Empowering merchants to
optimise e-commerce effortlessly—
AI Agents they can't live without.

Ecommerce Businesses are
Drowning in Data and starving
for Action

The Insight-to-Action Gap is Costing E-Commerce Millions

98%

Slow Implementation

Weeks or months to implement insights, missing crucial opportunities

65%

Data Overload

Overwhelmed by analytics from multiple tools, leading to analysis paralysis

67%

Fragmented Solutions

Multiple disconnected tools for SEO, UX, inventory, leading to inconsistent strategies

61%

Missed Revenue

Slow optimizations result in lost sales and decreased competitiveness

The Cost of Inaction – Impact Examples

53%

53% of mobile users abandon a site that takes longer than three seconds to load.

7%

A one-second delay in page load can reduce conversions by 7% on average.

79%

79% of customers who experience website performance issues say they're less likely to buy from that site again.

Market Opportunity

Global AI and Automation Market



Global E-commerce Automation Market



Huge additional market potential through
CAGR @ 39.7%

Revenue Potential for Vortex IQ

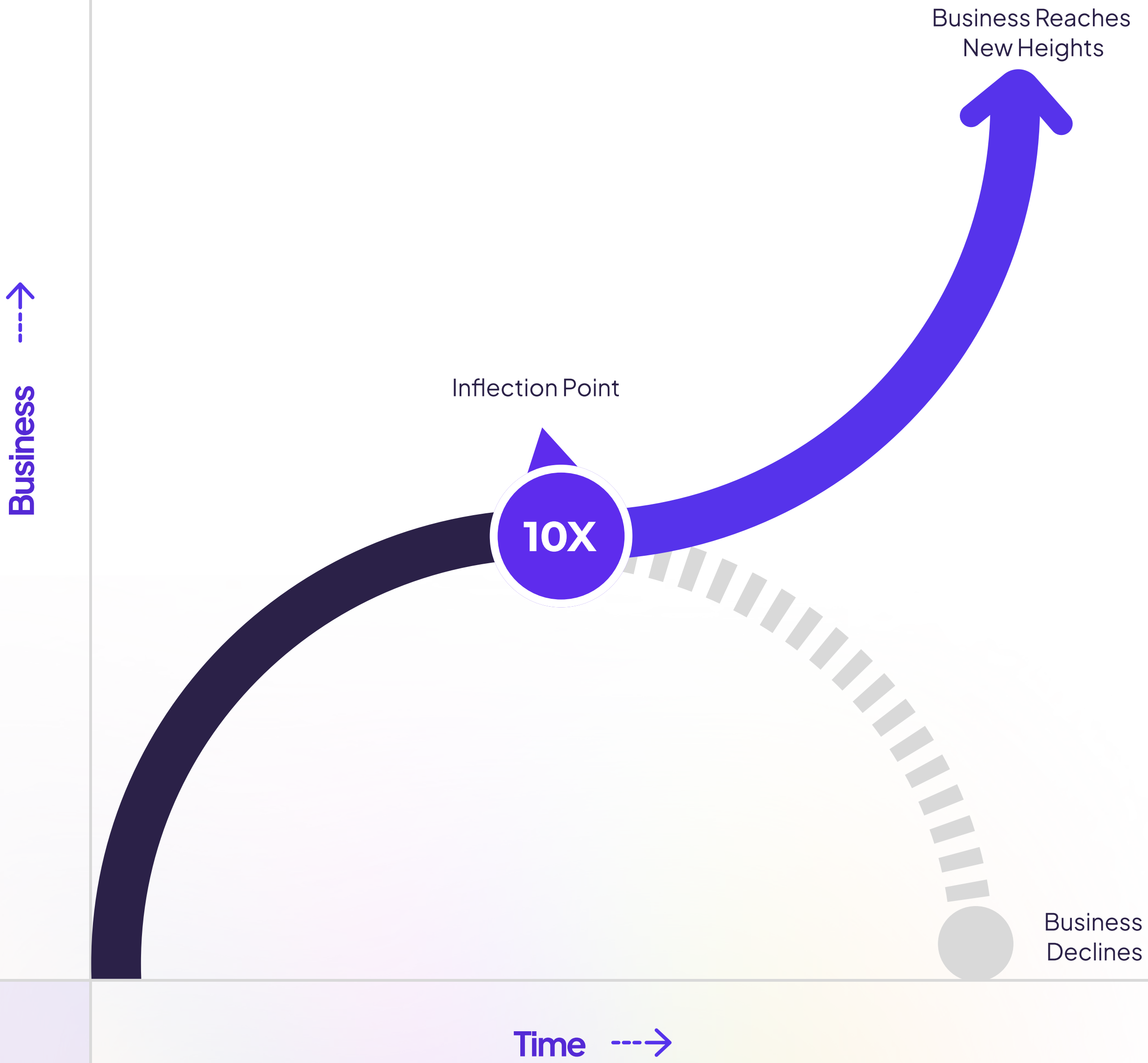


Additional revenue potential:
a. Backup
b. AI Agent marketplace

Source:

Grand view Research
Fortune Business Insights

The Time is Now: Capitalising on the 10x Force of AI in Business

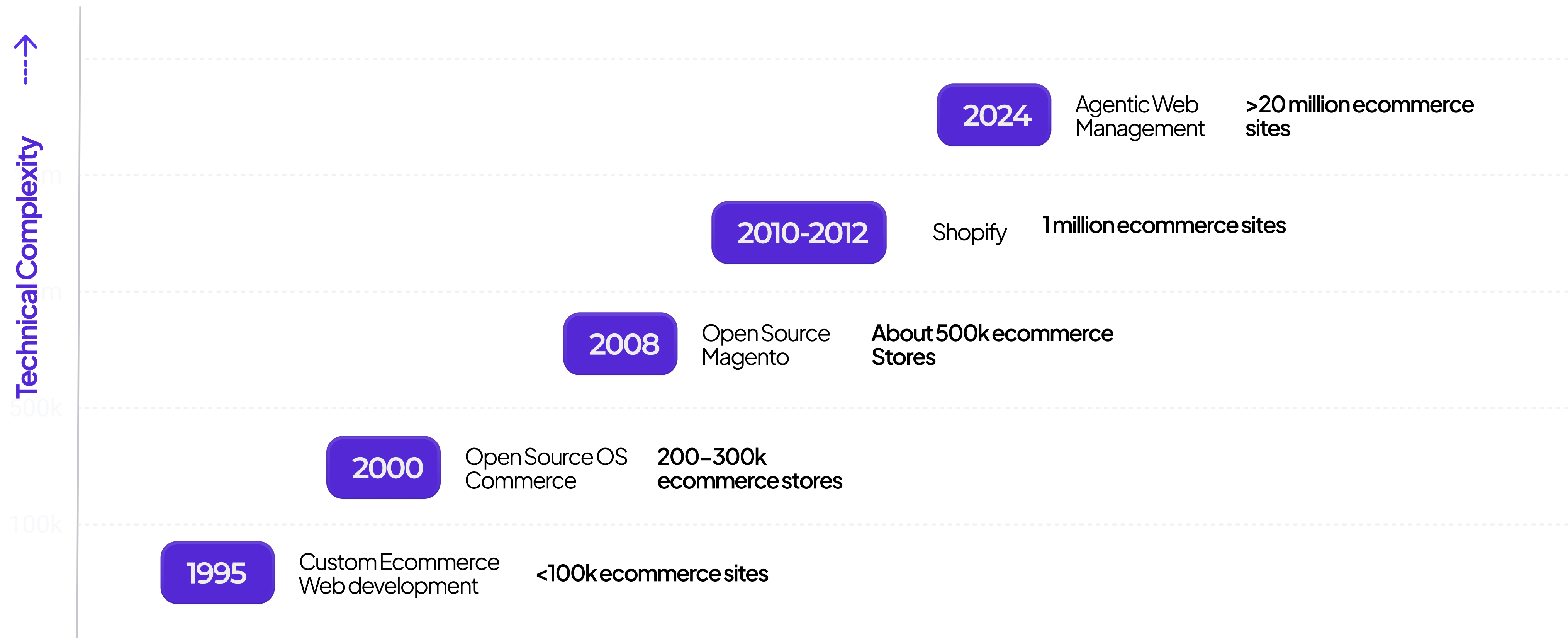


Inflection Points

Inflection happens when a **10x force** comes into play. AI and Agentic Workflows is the next big inflection point.

Example:
ATM replaced cashiers.
AI Agents will replace Manual Work.

Ecommerce Inflection Points



New technology has always driven inflection points. In 2025, AI Agentic Workflows will be the next inflection point, transforming and optimising over 20 million e-commerce sites.

Time ---->

Market Opportunity and Timing

Manual Processes are Fading

Over 70% of businesses are planning to adopt AI to automate key processes in the next 5 years. Companies that implement AI-driven automation see 35% faster operational processes and 30% cost reductions.

E-commerce Growth is Exploding

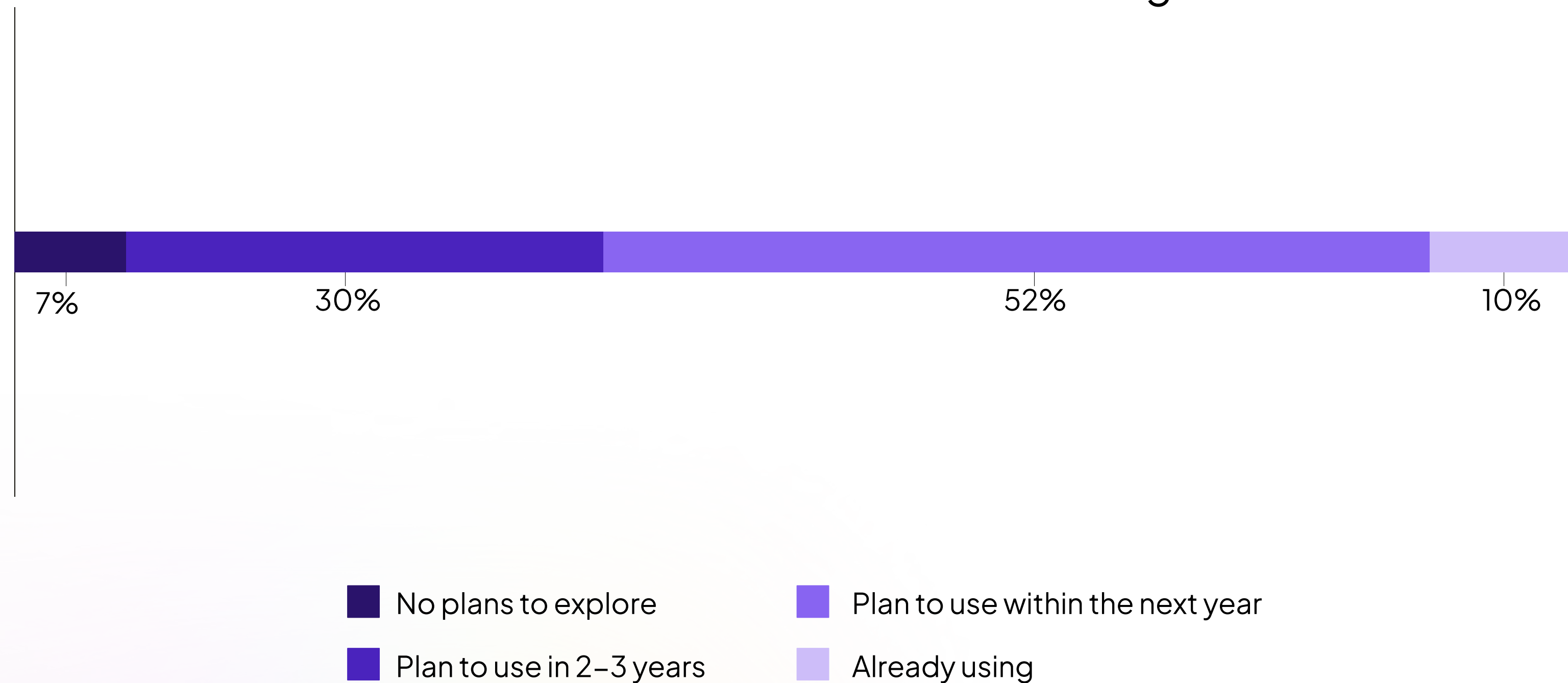
Global e-commerce sales are expected to reach \$8 trillion by 2027, with a steady growth rate from \$5 trillion in 2021.

Businesses must optimise their operations to stay competitive and capitalise on this growing market.

Market Opportunity and Timing

% of organizations using or planning to use AI agents

Over 80% of organisations plan to integrate AI agents within the next 1–3 years.



Source: Capgemini Research Institute, Generative AI executive survey, May–June 2024, N = 981 organizations who are at least exploring generative AI capabilities, excluding the public sector. *Figure excludes 1% that answered unsure/don't know

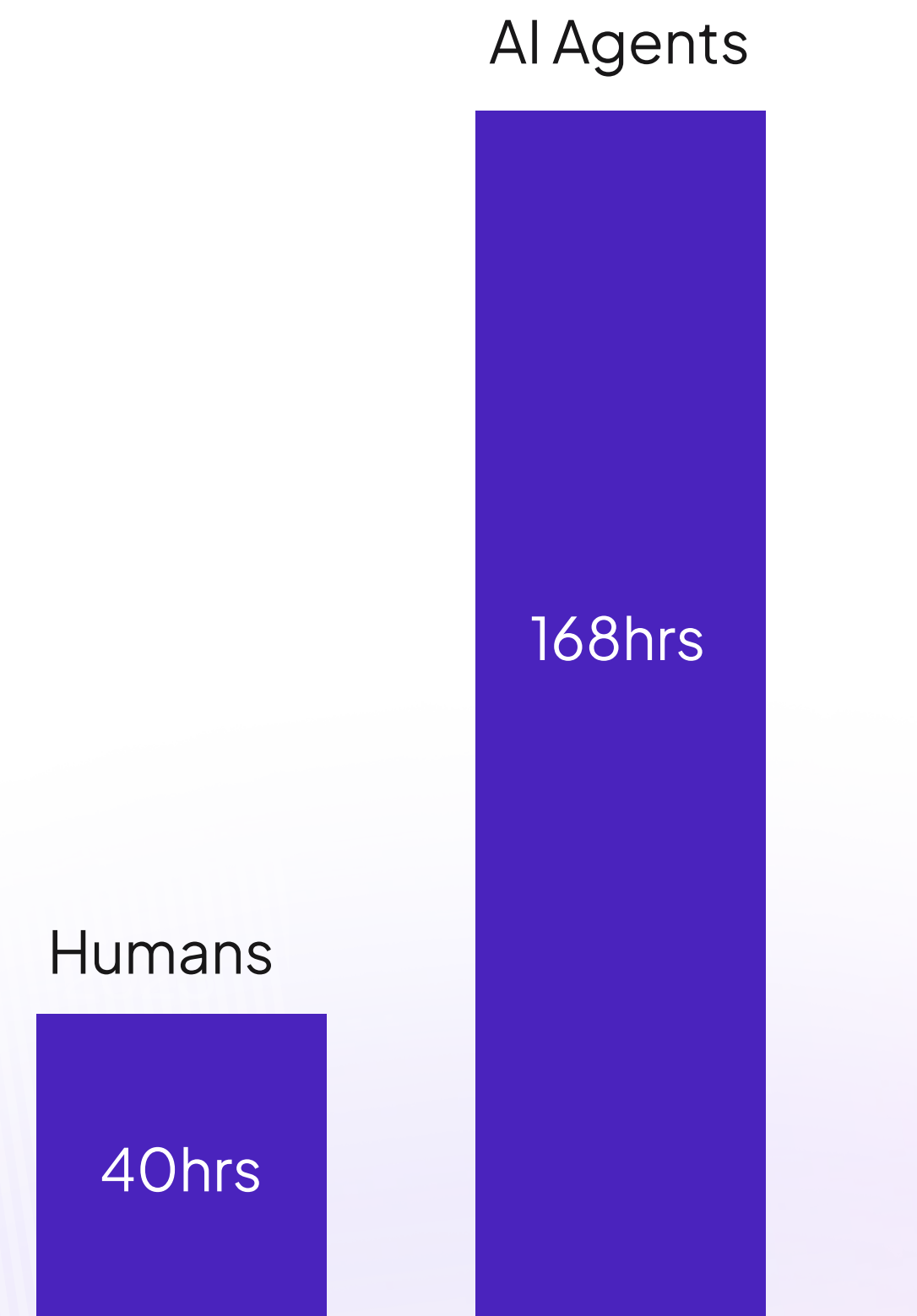
AI Agents: Redefining Work Hours for E-commerce

Human's Work **8 Hours** a day.

AI Agents Work **24 Hours** -
Always On, Always Ready!

AI Agents: > **4x**
more available

AI Agents make
Humans >**40%**
more Productive

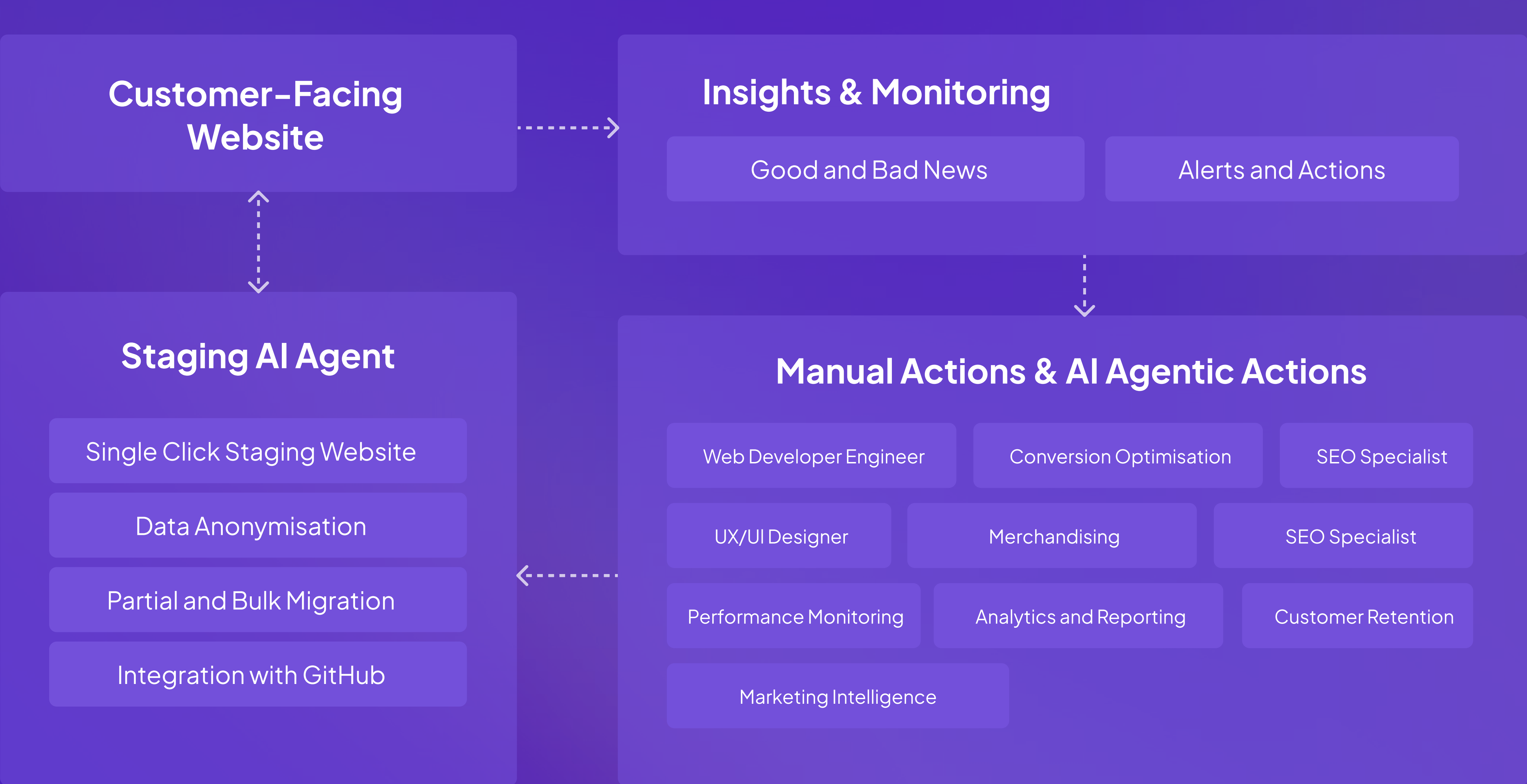


Weekly Availability Comparison

Demo



Behind the Scenes: Our Methodology



AI Agents for Every Job Role: Driving Optimisation Across E-Commerce Teams

 Marketing Intelligence

 Analytics and Reporting

 SEO Specialist

 UX/UI Designer

 Merchandising

 Performance Monitoring

 Web Developer

 Customer Retention

 Conversion Optimisation

 Web developer

Our Go-to-Market Strategy



Our Go to Market Strategy

Partner Ecosystem Led

Ecommerce Platforms



Web Agencies

Top 1000 Agencies

Cloud Hosting Partners



Go to market

Mid Market

Ecosystem Led

Enterprise

Land and Expand

Activities Planned

Account-Based Marketing | Lightning Strike Campaign | Brand Awareness | Content Marketing | Events & Partnerships | Digital Advertising | Regional Sales Teams | Customer Advisory Board

Mid-Market Vs Enterprise

Area	Mid-Market	Enterprise
Pricing	Up to \$3000 per month.	\$10k per month onwards.
Onboarding and Account Management	Self-service onboarding with minimal human interaction, guided by online resources and tutorials.	White-glove onboarding with dedicated account management and onboarding teams, offering tailored support throughout the process.
Deployment and Access	Hosted in the cloud and accessed via the internet.	Option to install on-premises within an organisation's infrastructure.
Customisation and Control	Limited customisation options as software is standardised.	Highly customisable to meet specific organisational needs.

Our Proprietary Ecommerce LLM

Key Features

- ⚡ **Dataset:** Leveraging insights from over 100 enterprise clients, our custom language model is fine-tuned on eCommerce platform APIs to streamline complex API interactions.
- ⚡ **Purpose-Built Model:** Our AI model is tailored specifically for eCommerce, trained to understand and map user requests to API actions (e.g., "create product" maps to POST /products)
- ⚡ **Enhanced Understanding:** Uses advanced AI to interpret varied user queries, making integration with eCommerce systems faster and more accurate.

Key Results

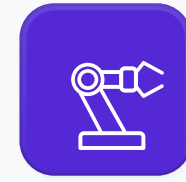
Real-Time Processing: Enables instant responses to user questions, simplifying complex operations into seamless API calls.

Our Competitive Advantage



Seamless Workflow

Integrates data analysis, recommendations, testing, and AI-driven implementations.



Optimized Results

Ensures optimized and automated outcomes for your eCommerce business.



Agentic Framework

Deploys role-specific AI agents to automate and optimise every aspect of e-commerce.

⚡ Key Differentiator

Our custom E-commerce trained LLMs + Inbuilt staging to test and deploy.

Our Investors



Strengthened by
Partnership with
Sure Valley Ventures

SVV is more than just a VC—they are a **hands-on partner** who actively support our journey to category leadership.

This relationship has solidified our foundation and positioned us for long-term success in the highly competitive AI-driven e-commerce space.

Support Beyond Capital: The SVV Partnership

Strategic Investment and Guidance:

SVV's investment has provided critical growth capital, enabling us to scale our platform and expand market reach. Their mentorship has refined our strategy, particularly in navigating the AI and e-commerce spaces.

Unmatched Network Access:

SVV's network has opened doors to partnerships with leading e-commerce platforms and potential customers. Connections with other portfolio companies have facilitated valuable knowledge-sharing and collaboration opportunities.

Operational Support:

SVV has been instrumental in helping us establish key operational frameworks, from go-to-market strategies to scaling our tech infrastructure.

Long-Term Alignment:

Their commitment to fostering innovation and growth aligns perfectly with Vortex IQ's mission to lead e-commerce optimisation through AI.

Q&A





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